

# All Girls Auto Know® Outreach Program Connects Middle School Girls With Automotive And STEM Careers

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*13<sup>th</sup> South Carolina event spotlights career opportunities for young women* [BMW Manufacturing Co.](#), the [Southern Automotive Women's Forum](#), and the [South Carolina Automotive Council](#), hosted the 13<sup>th</sup> South Carolina **All Girls Auto Know®** event at BMW Manufacturing Co in Greenville, SC.

Founded in 2011, **All Girls Auto Know®** aims to increase the number of women pursuing STEM degrees/careers in the Southern Region. By ensuring young women are aware of the many opportunities which exist and emphasizing their ability to do whatever they put their minds to, **All Girls Auto Know®** seeks to increase the number of women in the automotive industry. “This program helps young women realize their full potential, and for some students this is their first exposure to automotive manufacturing,” **said Cherie McCain, co-founder of the All Girls Auto Know® initiative, Southern Automotive Women's Forum.**

The event included a tour of BMW Manufacturing Co. and remarks by company executives. “We are pleased to support and encourage careers in automotive manufacturing and STEM fields, **said Knudt Flor, President and CEO of BMW Manufacturing Co.** “All Girls Auto to Know® is key program that helps SAWF fulfill one of its components of its mission to ensure that girls are aware of the many opportunities for a fulfilling career in the automotive industry,” **said Jeneen Horton, president of Southern Automotive Women's Forum.**

In addition to the tour, student attendees participated in a hands-on activity and expo fair which included representatives from automotive OEMs and suppliers, STEM educators, and other STEM organizations. Students also engaged in an interactive panel discussion focused on the automotive industry, STEM opportunities, and the career paths of panelists. The discussion was captured by an interactive graphic recording. Panelists included:

- **Suzanne Dickerson**, Director of Logistics Initiatives, South Carolina Council on Competitiveness; **All Girls Auto Know®** co-founder
- **Ericka Davis-Hackl**, Director of Materials, Yanfeng Automotive Interior Systems
- **Cherie McCain**, Section Manager – Quality Management, BMW Manufacturing Co.; **All Girls Auto Know®** co-founder

Today marked the 13<sup>th</sup> **All Girls Auto Know®** event held in South Carolina. The initiative has also grown to include events in Alabama, Kentucky, and Tennessee. “Since 2011, the original vision of Suzanne Dickerson and Cherie McCain has grown to impact young women throughout the Southeast and impacted thousands of students right here in South Carolina, **said Amy Tinsley, Executive Director of the South Carolina Automotive Council.** “As our state’s automotive industry continues to grow, this program helps to ensure that young women are aware of the career options available to them.”

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### **BMW Manufacturing Co., LLC**

BMW Manufacturing Co., LLC is a subsidiary of BMW AG in Munich, Germany and is the global producer of the BMW X3 and X5 Sports Activity Vehicles and X4 and X6 Sports Activity Coupe. In addition to the South Carolina manufacturing facility, BMW Group North American subsidiaries include sales, marketing and financial services operations in the United States, Canada and throughout Latin America; and a design firm and technology office in California. For more information on BMW Manufacturing, visit [www.bmwusfactory.com](http://www.bmwusfactory.com).

### **Southern Automotive Women’s Forum**

The Southern Automotive Women’s Forum is a 501(c)(3) nonprofit dedicated to the personal and professional advancement of women in the automotive industry. SAWF achieves this mission by collaborating with industry partners to create educational, mentorship, and networking opportunities for its members. Our members serve as strong role models for one another and for young women

of all ages who are interested in STEM fields (Science, Technology, Engineering, and Math) with the hope that they will apply these skills to the automotive industry of the future. Since its inception in 2010, SAWF has also awarded over \$200,000 in scholarship funds to young women beginning their careers in STEM and to women seeking to enhance their opportunities.

### **South Carolina Automotive Council**

The South Carolina Automotive Council (SCAC) is a Council of the South Carolina Manufacturers Alliance (SCMA)

connecting South Carolina's automotive industry. Driven by SCMA's automotive members – from Original Equipment

Makers to all levels of the supply chain – the SCAC engages on industry relevant topics including trade,

government policy, supply chain, quality, workforce and economic development. Our established annual events

provide a forum for insightful discussion on trends and issues impacting the industry on a local and global basis.

In addition to facilitating the state's network of automotive companies, the SCAC also promotes the continued

growth and strengthening of the automotive industry by partnering with state and local organizations in workforce

and economic development efforts.